

Action Plan for The Bay Breeze Community Center

January 8, 2004

Goal: Increase business through continual renovation of the community center bringing us up to date with our look and program changes. I.E. painting, ceiling tiles, karaoke, golf simulator, meeting equipment, ITT Sales, etc.

Goal: Begin recreational programming such as ITR, Simulated Golf Tournaments, etc to better support the base with MWR activities.

Goal: Increase revenues on all catering and meetings. Advertise, Advertise, Advertise by word of mouth and publications on and off post with a goal of 8% or better NIBD

Long Term Objective: Make The Bay Breeze Community Center a name recognized in the community for our excellence in product and service for all events. (meetings, box lunches for outings, off-premise catering, weddings, dining out, theme parties such as the Luau)

Short Term Objective:

- 1: Profitability: Create and implement programming that is cost effective and profitable maximizing usage of the facility with emphasis on conferences and catering.
- 2: Customer Service: Improve customer service through the clubs usage of comment cards and questionnaires.
- 3: Image- Change the image of the center - working toward a truly professional business atmosphere comparable to other Food and Beverage facilities in the general public by renovations of the property and creative catering ideas.
- 4: Facilities and Programming – Continue to support the Organization with programming to attract on-base clientele. Continue to upgrade and perfect our catering process to attract new business and recurring business from current clients. Improve appearance form self-help projects and trial and error procedures with food service.
- 5: Marketing – Utilize resources we have here on post and in the community to get the centers name out to the masses such as Casemate paper, Daily Press Coverage, working with our PR contacts, and the new catering manager.

Key Tasks –

- 1: Continue improving the center i.e. Golf Simulator, Renovation of the Surf Bar and re-naming of the area for community programming, creating the ITT portion of business with Circus Ticket Sales, Busch Gardens, Cruises, etc.
- 2: Promote catered events through newspaper adds, phone number in the local phone book, word of mouth advertising, etc.
- 3: Develop base orientated programming in effort to attract enlisted persons on base and DOD civilians to use the center.

P.O.C – Donald Houchins II, Club Manager. 757-788-5656.E-mail---catering@monroe.army.mil